



agenda...

- *who are we? what do we do?
- *today's media landscape
- *3 case studies
- *what's next...



165

employees

140+

media clients

800+

brands

1000'

S

media products

3B+

emails sent

85M

+

records managed,
cleansed & matched

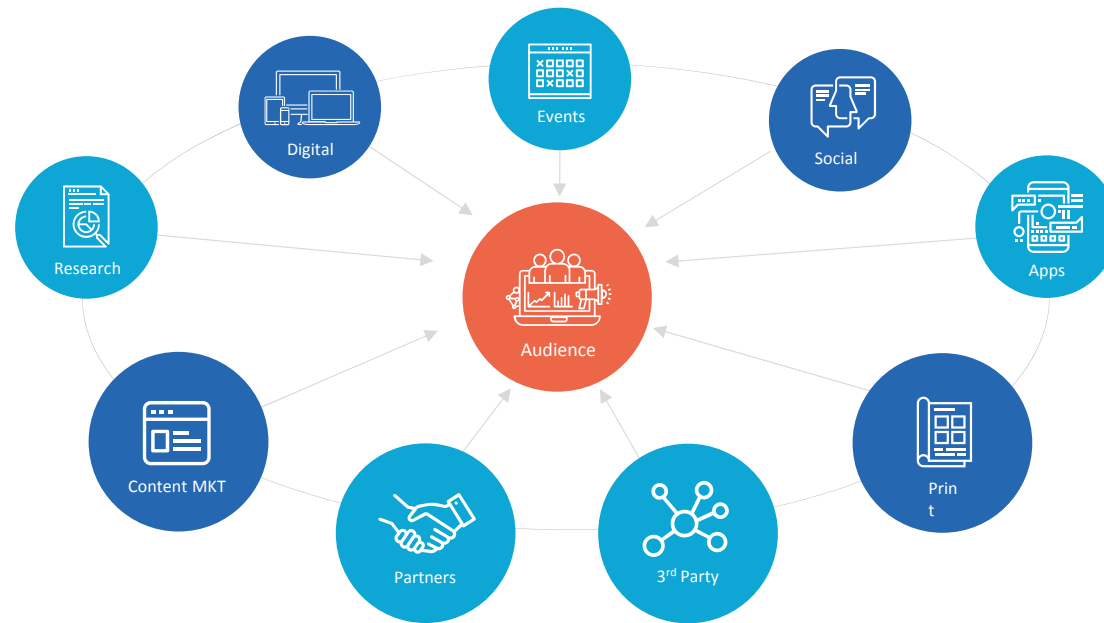
2M+

mail orders
managed &
processed

36+

years of experience,
market knowledge &
private ownership

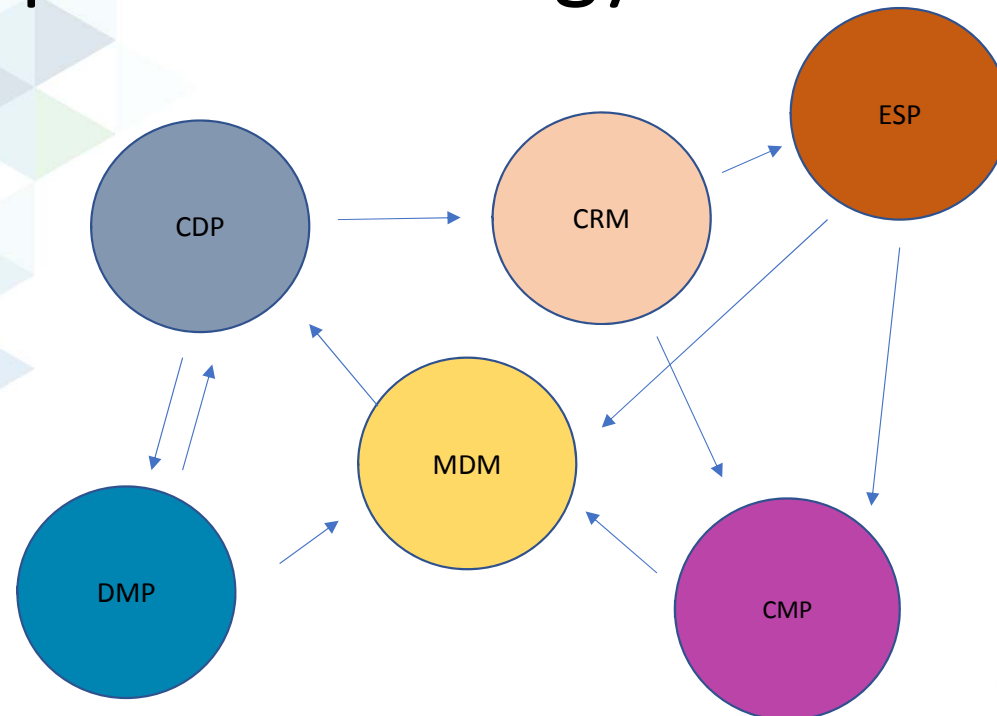
360 Degree View



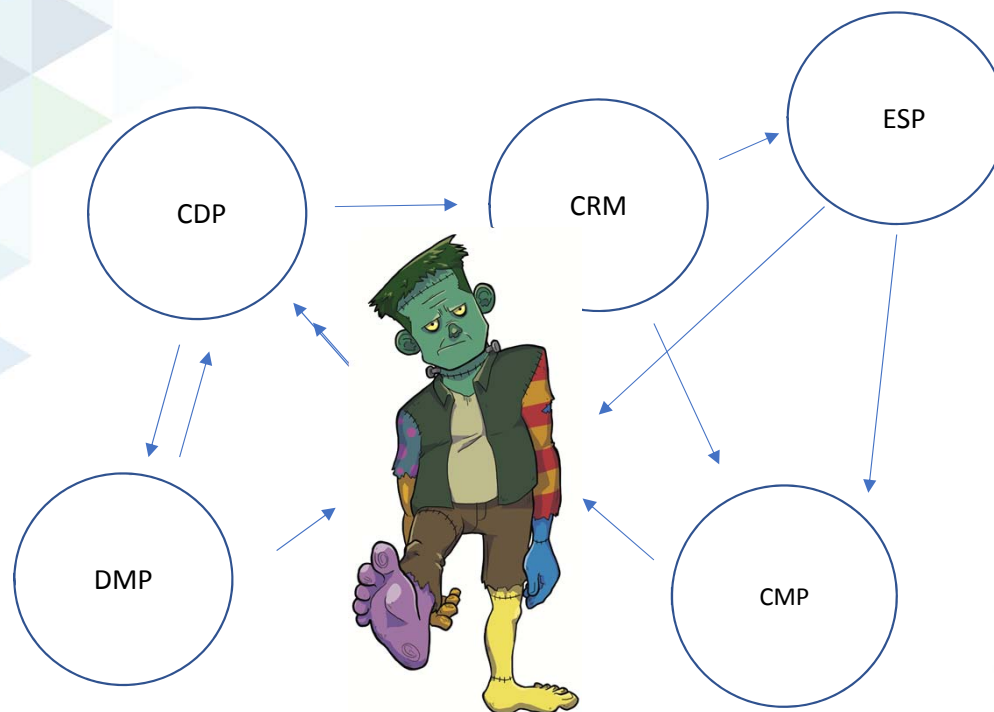


FIRST PARTY DATA

Your typical technology stack...



The Frankenstack...meet Freddie

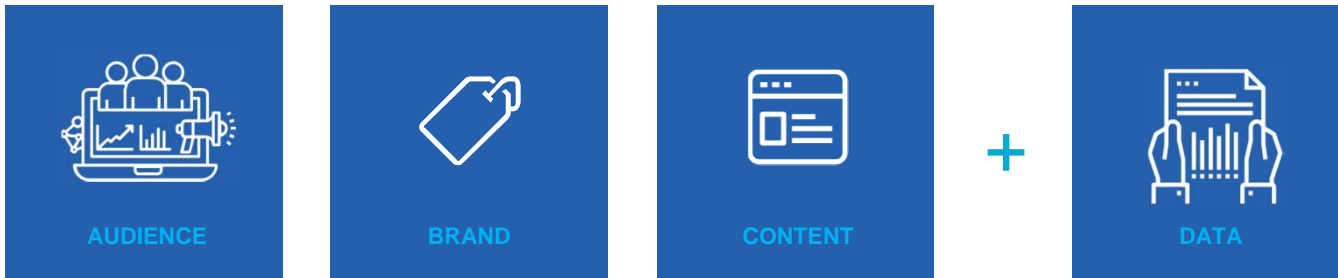




AUDIENCE RELATIONSHIP MANAGEMENT

what is happening in
media?

Evolving the ABC plus D paradigm



a fundamental shift and
realignment is happening
in the media industry...



media reach as a buying
metric (GRP, circulation,
impressions) is shifting to
business success...



2016 Launched its “Audience Targeting Platform”...and is now selling “TCPMs” and guaranteeing audience viewership

WUNDERMAN

WPP Wunderman CEO Mark Reed: “We are going to need to be more accountable to our clients for results, by which I mean sales...part of this means we need to use technology to track our work to sales.”

this is happening because
of the convergence of...

Marketing

Data

Technology



...Marketing Technology...



Marketing Technology Timeline

~150



~350



~1,000



~2,000



2018...5,000 companies

 chiefmartec.com Marketing Technology Landscape



Source: Gartner (<http://gartner.com>), Capgemini, Q2 Crowd, Google, GrowthSense, LUMA Partners, Siftly, TrustRadius, V2Profiles — see <http://chiefmartec.com/2016/03/marketing-technology-landscape-2016> for details. Created by Scott Brinker (@chiefmartec).

...but it is not the media
industry
driving the bus...

....it is our advertisers and
sponsors...

...Gartner: marketers
spend **1/3** of budget on
technology (and growing)

... Economist: **86%** of
marketers believe they will
own the end-to-end
customer experience by
2020 (3 years)



SUB-LAUNCH DETECTION DEFENSE ANALYSIS
ENTERED SYSTEMS
INIT SPEED! SEND UP! HALL!

DE STA. HALL! 2215

DISCARTER BOM 7 40-50 CONF 70
DISCARTER BOM 6 40-50 CONF 40
VECTIVE TRANSMISSION WINDOWS

THREAT TALK
OPER CAPABILITY

X O X
X O X
X O

FIGHTER COMBAT

CHSS

GLOBAL THERMOCALURE GIB

T DIX

DEFCON
1234

Maze Deconstruction
The Complete Book
MODERN
C++
ADMIRAL 32 BIT
PHOTONVISION

MATTHEW BRODERICK
as DAVID LIGHTMAN
ALY SHEEDY
as JENNIFER KASPERFANG MUCK
DANNEY COLEMAN
as MORTIMER

WARGAMES

IS IT A GAME, OR IS IT REAL?

MGM
PRODUCED BY
DE WOLFF
Signalnoise
Stuzzles

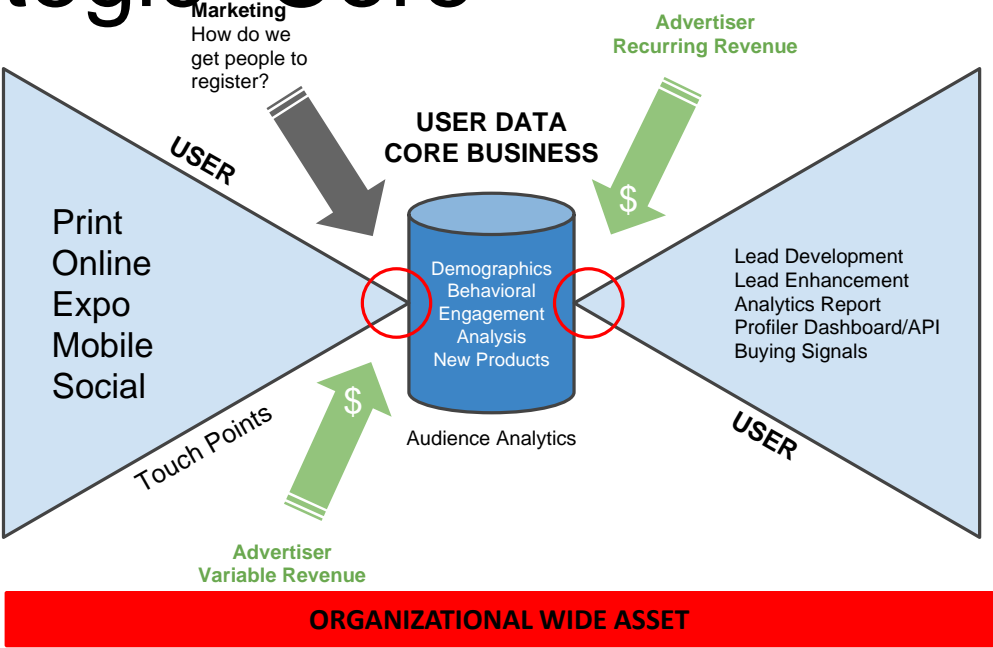
RECORDED IN 1983 - 1985
MGM PICTURES
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PHOTO BY JAMES WHITE FOR MCDONALD, CHICAGO, ILLINOIS

...but I believe **Business Information Media** can actually lead the way....



We have the data!!

Strategic “Core”



B2C Media = Persona
Marketing

B2B Media = Person
Marketing

A data company with
media properties that
serve as the data
acquisition platform.



CASE STUDIES



Case Study #1



Issue: Customer wants to target key
“high value” accounts (power
generators) and schedule face to
face meetings

Case Study #1



Program: Using our behavioral marketing platform we were able to engage specific companies - and individuals - with highly specific client content.

Based on the users engagement with that content we then used special VIP codes that provided the attendee with a discount to attend our ELECTRIC POWER trade show if they agreed to meet with client.

Case Study #1



Result: 3 individual meetings were set and delivered.

“These 3 meetings made the show for us” - Client Quote

Case Study #2



Issue: clients targets Operating Room Managers and specializes in the “hybrid OR”. Multiple decisions makers in the buying process (Nurses, MD’s, CFO’s, IT) and needs lead generation and targeted content.

Case Study #2



Program: six month content marketing program (using behavioral data) targeting key healthcare facilities and individuals

Case Study #2



Result: Using behavioral targeting we were able to target content based on function as well as create five face to face meetings for the client at the OR Manager Conference.

But, by partnering with the client and monitoring the consumption patterns of their content we noticed **12 individuals** from **the same** healthcare system that were all consuming the same piece of content

Case Study #3

Via Satellite

Issue: Mid-size company in the satellite industry. Not many internal marketing resources but wanted a proactive marketing plan that had branding, thought leadership, and lead generation.

Case Study #3

Via Satellite

Program: Year long marketing campaign with both online (content marketing, targeted emails, etc) and offline (trade show and print) channels

Case Study #3

Via Satellite

Result: Produced over a 1000 leads for the company in the first 9 months of the campaign.

But, who has time to go through 1000 leads?

Case Study #3

Via Satellite

Matched their lead retrieval data
(from the expo) against any
behavioral content views of the
clients content on our site.

10 individuals had read multiple
client stories and visited their booth.

Three Items to leave with...

1. Data Inventory - Where does all your data reside?
2. Data Access - Who has access to the data?
3. Data Questions – What's a question you have always wanted answered?

Thank you!

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